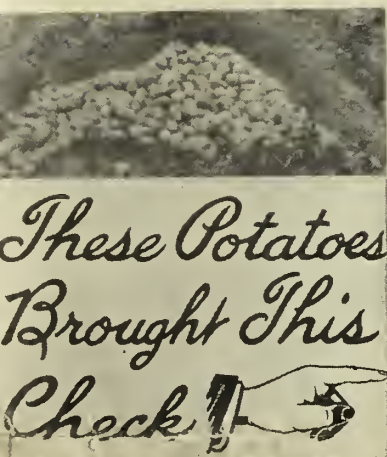


Potato Proof—That's All

THIS IS THE CHECK



BUNNELL, FLA. April 27, 1912.

BUNNELL STATE BANK
BUNNELL, FLORIDA

PAY TO THE ORDER OF J. E. Pellicer. \$ 1500.00.

One Thousand Five Hundred and 00/100. ----- DOLLARS

Purchase price for 10 acres of potatoes.

Lambert & Moody.

By

DREW, JACKSONVILLE 223604

THIS IS THE LETTER

BUNNELL DEVELOPMENT CO.,
Bunnell, Fla.,

Bunnell, Fla.. June 22, 1912.

Gentlemen:

On ten acres of your land I planted potatoes on February 1st, 1912, using eleven hundred pounds of fertilizer and three sacks of potatoes per acre. On April 28th I dug these potatoes and received \$1500.00 for them, giving me a net profit of \$1015.00.

Yours truly,

J. E. Pellicer.

THIS IS THE STORY

The check reproduced above was paid to Mr. J. E. Pellicer for ten acres of potatoes by Lambert & Moody on the 27th day of April, 1912, for potatoes planted February 1st, 1912, while these potatoes were still in the ground.

This is absolute proof of the value of Bunnell-DuPont farm lands. What one man can do another can do. You must not come to Florida imbued with the idea that you will find gold dollars upon your land, nor that oranges, grape-fruit, pineapples, etc., will hang heavy from wild trees, but if you come here with a desire to work—with the idea of success and with enough money to accomplish what you set out to do, you may make ten acres of our land do for you exactly what it did for Mr. Pellicer.

Mr. Pellicer planted his potato crop February 1st and he received his money for his potatoes April 27th. The very ground from which these potatoes were grown is now under cultivation with its second crop, and before February 1st, 1913, Mr. Pellicer will have received additional checks for

products taken from his ten acre farm home.

This is the story of an ordinary man's success. It is one that can be verified by the experience of any man who will do as Mr. Pellicer did. The climate, the soil, the transportation and the market are available for the man who works and is willing to go seriously about his business of making dollars from Bunnell-DuPont soil.

This is not a tale of romance or fancy, but it is the hard, cold figures of fact taken from the transaction of a Bunnell Du-Pont colony farmer and a business man that wanted to buy what this farmer had for sale.

I can tell you many other things of a like nature that will convince you, beyond a doubt, that here is the place for you to make your home if you desire to provide for your future and to do so with the least expense and the greatest promise of profit.

Read the rest of this little circular and then sit down and write me and I will be glad to answer any question you so desire.

Sincerely yours,

Thos. A. Wardenius



A Florida Cracker's Change of Heart

The above photograph shows a man who was born and bred in Florida. All his life he had lived in this beautiful state—a large portion of it had been spent in St. John's county. With the proverbial custom of some Floridians he regarded Florida's opportunities, from a soil standpoint, as almost worthless. He could have purchased Bunnell-DuPont land, at one time, for almost a song, but he did not do so. He let opportunity after opportunity go by.

When our colony was organized and men and women began to arrive from all sections of this country, he made up his mind that he wanted to follow the Yankees, so he bought from this Company twenty acres of our colony land. Today he is one of the greatest (and most enthusiastic) boosters in our colony, and this photograph shows him hauling to the railroad a

wagon load of potatoes, for which he received in the neighborhood of \$6.00 per barrel—and this is the man who but a few years ago would not pay \$6.00 for an acre of this land from which he has this year raised about sixty barrels of potatoes.

This man saw Hastings land sell for but a few dollars an acre and he knows many men who today have bought farms there and have paid \$250.00 to \$300.00 an acre for their land. Hastings is 12 miles from Bunnell.

This is why this Florida Cracker has had a change of heart—and these things are everyday matters of fact, which you and all the world may see if you will but investigate the Bunnell-DuPont farm colony which clusters close about the beautiful little city of Bunnell, rightly named the "Wonder of the South."

Proof of Bunnell's Growth

The following paragraph is taken from a letter sent to Mr. Thomas A. Verdenius by the President of the Bunnell State Bank, Bunnell, Florida, and bears date of the third day of June, 1912. It tells a story, in a few words, of the wonderful growth of Bunnell from the bank standpoint, and when a bank is prosperous all the people in the community of a bank are likewise prosperous, for a bank is the thermometer by which a community is gaged.

Here are the words of the banker: *"To give you an average of the increased business in this section, which has all come from the farming industries in this colony, two years ago our bank resources were \$10,000, one year ago \$28,000 and on June 1st, 1912, they were over \$61,000. This will give you an idea as to the increase in business derived from farming."*

This statement, from the banker at Bunnell, needs no words for it shows a ratio of growth in excess of 100% per year.

The watchword of Bunnell now, both from the standpoint of banker and citizen, is "Watch us Grow."

Don't Fear the Heat Florida Summers are Ideal

Some people have an idea, because Florida lies in the southern extremity of the United States, that summers are terribly hot here. As a matter of fact, Florida has fewer days each year in which the thermometer goes above ninety degrees than almost any state in the Union. The citizens of Bunnell do not suffer as much with the heat as those who live in New York, Chicago, Cincinnati, St. Louis, and other cities of the north.

Florida is a peninsula, one hundred and forty miles wide at its widest point, and sea breezes are constantly going over this peninsula. You can always sleep well at night. Get in the shade, even at the hottest hour of noon and you will soon become cool. Sunstrokes are unknown in Florida and the summer climate is ideal.

COME NOW TO FLORIDA AND DO NOT WAIT UNTIL FALL. COME AND SEE FLORIDA DURING ITS WORST MONTHS OF THE YEAR AND YOU WILL FALL IN LOVE WITH IT, for the only thing the people ever say about Florida is that its summers are too hot. The people who make these statements are those who do not know. Come and see for yourself and you will learn to love Florida, not from its best standpoint but from what people say is its worst.

Every month of the year is a growing month in Florida and even in the hottest months of the summer, and they are not as hot as the weather you are having at home. You can go from Bunnell over a fine wagon road and enjoy the elegant bathing, boating and sea breezes of the Atlantic ocean, which is close by.

You can make a business trip to Bunnell and you can make it a vacation journey as well. Do not put off your journey—come to Bunnell now and talk to the men and women who have lived there winter and summer for more than two years. They will tell you the story of crops, of weather, of profits, of health, and all other things you should know.

A Few Letters From Our Settlers

WHAT A CANADIAN HAS TO SAY

Bunnell-DuPont is the best colony in Florida. It is the finest property I have seen. If the poor man wants to make a home for himself and family, Florida is the place. I would rather live at Bunnell on two meals a day than in Canada on three. I prefer the sunshine of Florida every time to Canada's bitter cold weather.

June 21, 1912

In July, 1911, I began clearing my land. This year I planted eight acres in potatoes and in ninety days I had a net profit of \$1,000, exclusive of crop of corn and succeeding crops to be planted.

June 20, 1912

For twenty-five years I have farmed some of the best land in Missouri and Idaho and there is no doubt in my mind, all conditions considered, that the clay land in the Bunnell district offers better opportunities than Idaho or Missouri.

WHAT A SETTLER FROM NEBRASKA HAS TO SAY

Mar. 29, 1912

I am here in Bunnell, Florida, on my ten acres and have been here for six weeks. Well, since I have been here I am a new man and my wife feels twenty years younger. We came here for our general health and found it here.

I built my house, drove my pump, have five acres of land cleared, but spent most of my time going fishing. We catch fish weighing five pounds apiece. I am well pleased with my ten acres of land.

June 27, 1912.

On just a little bit better than one acre of your land, I planted to potatoes. I made a net profit of \$135.00 this season. I used 1200 pounds of fertilizer and 4½ sacks of potatoes and it took ninety days to produce this crop—and I have no horse.

June 21, 1912

Since January 1911, I have harvested two crops of potatoes in addition to other crops, and to say that I have made good is evidenced by the fact that I left a position in the north paying fifty dollars per week, and I am going to stay in Bunnell.

Names furnished on demand to interested parties.

Bunnell Du Pont Colony

As It Is Today

Bunnell is located twelve miles from the bustling town of Hastings, which is the greatest potato shipping point in all of the southeast. Here the main line of the Florida East Coast Railroad runs with its complete passenger and fast freight service. You may step out of a Pullman car directly on to the land of the Bunnell-DuPont colony; you may have your goods shipped to Bunnell and here side-tracked. We have excellent telephone and telegraph service—we have a first-class postmaster and postal service so that you may enjoy all of the daily papers, magazines, etc.

The wonderful city of St. Augustine, the oldest civilized town upon the North American continent, is but thirty-five miles north of Bunnell. This is the fashionable city of Florida during the winter season and the social lions and millionaire families vie with one another in their festivities here during the winter time.

The climate of this wonderful section of Florida, for both winter and summer, cannot be excelled by any other section of the state.

The Bunnell-DuPont colony is in the heart of a great artesian belt and sweet drinking water may be had at an easy and inexpensive depth.

This is a thriving colony which already has a wonderful little city as its capital, for Bunnell is actually one of the show places of St. John's county. Although it is but slightly over two years of age it has made strides that cities fifty years old have not attained in Florida.

The inhabitants of Bunnell are men and women who have come from all sections of the globe and they are as happy and contented as one would desire to meet.

Bunnell lies but eighty-seven miles south of Florida's pride—Jacksonville—where one may go and enjoy the very best shopping facilities, although the stores at Bunnell carry everything needed for the comfort of our colonists.

If you love fishing and hunting, and all manner of out-door sports, you may certainly enjoy them to the utmost in almost any portion of this great colony.

This colony is made up of honest, earnest families. There are no idlers here and we do not want any man, or woman to buy a tract of our colony land with the idea that they can come down here and without toil or without money compete with those of our settlers who have a definite and fixed purpose for achievement.



BUNNELL AS IT LOOKS NOW

This is a view of Bunnell (the wonder city of the South) showing from the two story bank building of this beautiful little city, a portion of its residential section. You find in this city the following:

Public School	State Bank	Thoroughly Equipped Drug Store	Barber Shop	Shingle Mill
Church	A commodious Hotel	City Water Works	Masonic Hall	Electric Light Plant
Three General Stores	Excellent Doctor	Meat Market	Cement Sidewalks	Lumber Mill

Close by Bunnell is a beautiful beach where the waters of the Atlantic Ocean can be enjoyed for fishing, bathing, boating, etc.

We offer you the very best soil, good water, excellent transportation—an opportunity to sell what you raise quickly and at the best prices, for the Bunnell-Dupont colony is located in the very center of a produce region which is visited by the largest commission buyers of this country.

Now is the time to obtain a choice, well located tract of this desirable colony land. We advise you to send in your application for as many acres as you think you can pay for and operate—no more or no less—and we allow you a period of ninety days in which to inspect your land and if, before the expiration of this time, you are not thoroughly satisfied with your investment, all you have to do is to sit down and write to us and we will return all the money you have paid. You do not have to ask twice

—the money is yours upon application. If you come to see your land you will not want to give it up.

If you do not buy now it may be too late to acquire one of these great farm homes a little later. Our price is \$30.00 an acre and our terms are fifty cents an acre down and fifty cents an acre per month. We sell even as low as ten acres and we give you immediate possession even after the payment of a \$5.00 bill.

If you want a bank reference you may write to the Bunnell State Bank or the Commercial Bank of Jacksonville, Florida. There is nothing to hide—nothing to conceal and if you will investigate you will buy.

Write today and send us your remittance together with your application at once.

Bunnell Development Company

THOS. A. VERDENIUS, Sales Manager

Suite 1103 to 1108, Woman's Temple

Chicago, Ill.

This Is My Personal Letter to You

A Letter sent to every Bunnell
Dupont Colony land owner.
It deserves your attention.

READ IT CAREFULLY.



I Wish You a Merry Christmas and
a Bright and Prosperous New Year.

Yours very truly,

Thor. A. Verdenius.

THE purpose of the BUNNELL HOME BUILDER was explained in our former issue. We desire to keep you fully informed in regard to developments in the colony from month to month. The Editor has put forth a special effort to make this Christmas number an interesting one, and I trust you will read every word of it.

I want to especially call your attention to my article on page three "WHY BUNNELL IS DIFFERENT." I should have liked more space in the Home Builder, but the Editor has so many good things in this issue, it seems nothing could be omitted, and so I decided to write a special letter to you, and have it mailed with the Home Builder.

I come to you again, and ask for the assistance and co-operation of every single land owner in the colony. I always think of you, not simply as men and women who have purchased farms from me, but as my PARTNERS in this proposition. As I have said to you before, I say again, that I CAN ONLY BE SUCCESSFUL, AS YOU ARE SUCCESSFUL; and since we are partners in the ownership and development of the Bunnell-Dupont Colony, the work must NOT fall on one man's shoulders, but should be shared by each of us, and thus the work becomes easy, and our colony will go forward by leaps and bounds.

As a land owner and a colonist in the Bunnell-Dupont colony—as A PARTNER—I feel that your work is not done when you purchase a farm. You should not be content to simply pay for your land. There are other ways you can help, and I believe that you are anxious to do your part.

You who have visited Bunnell, and studied conditions there, know that it is the greatest colony in Florida, if not in the entire United States. I shall not repeat what I have said in my letter in the Home Builder, in regard to the men who are back of this colony. I want you to first read that article, and then you will be better able to understand this letter. I only wish to emphasize here that there are NO PROMOTERS CONNECTED WITH THE BUNNELL DEVELOPMENT COMPANY. No promotor made any money on you when you bought at Bunnell.

The usual history of land selling concerns, not only in Florida, but in every other state in the Union, is that a body of men get together, buy up a tract of land, have it surveyed and laid out in farms, and then spend thousands upon thousands of dollars in periodicals and magazines advertising their land all over the country. Have you ever stopped to think who has to pay for all of this advertising? The value of the land isn't increased one whit by it, but the price must be doubled and trebled to pay for the advertising. I know of some

land companies that have spent as much as \$100,000.00 in one winter, advertising their land, and most generally the company with the poorest proposition, spends the greatest amount to get it sold.

Do you know what it costs to place an ad in a good magazine, an ad about the size of a page in our Home Builder? If not, I will tell you—from \$500.00 to \$800.00. Now I ask you again, **WHO PAYS FOR THIS? Why THE MAN WHO BUYS** a farm from these companies. They simply add the cost of advertising to the price of their land, and if then the price is not higher than ours, **THE LAND MUST BE INFERIOR.**

I would not have you think that I do not believe in advertising, for I do; but I want to do as little of it as possible. I have been told that I retailed more land last year than any man in the state of Florida, and I would not be surprised if I did not advertise less than any one.

Shall I tell you the secret **WHY** I have been able to sell so much land? It is simply this—I **GIVE EVERY MAN A SQUARE DEAL.** Then after he has looked me up, investigated our proposition, and has visited the colony and seen for himself, he tells his neighbors, his relatives and friends about Bunnell, and they in turn buy farm-homes here, and so the endless chain goes on. I could tell you of not one, but many people who have bought farms at Bunnell, and then did the advertising for me, by telling their friends of our colony and recommending them to buy here also. And I have sold through these people hundreds of acres, and got better customers than I could have reached through newspaper advertisements; for the man who has bought a farm at Bunnell, and expects to live there with his family, will only induce the best people to join him. I could tell you of men through whose recommendations I have sold as much as four hundred acres of land in our colony.

A little while ago I wrote you that I still had 5,000 acres of land for sale. Of course I have sold a number of farms since that time, but to use round figures, say that I still have 5,000 acres left for sale today. I am going to sell this 5,000 acres before spring. All I need do is to go to my advertising man, and give him an order to place \$15,000 worth of ads in various monthly publications, farm journals, etc.—and the land will be sold.

FOLLOW ME CLOSELY NOW. I know that it costs just about \$3.00 an acre to sell this land through advertising. I know that I can do it in this way, but I do not think it is the best way to sell it. **I AM GOING TO GIVE YOU THE FIRST CHANCE TO EARN THIS LITTLE FORTUNE OF \$15,000.00.**

As stated before, it will cost me about \$3.00 an acre to sell this land through newspaper advertising, which is 10% of the cost of our land. If I sell it through the advertising man, he gets the \$15,000.00 right here in Chicago, and not a cent of it goes to our colony. My plan is to keep all of this money in our colony, and have it used for the erection of homes, clearing of land, building of fences, buying seeds, etc., and that is why I want you to have the first chance to earn this money. You will not only be making money for yourself and for me, but the colony at large will be greatly benefited.

Let me illustrate. Say that you sell 100 acres of our land this winter. You will receive a commission of 10% for so doing, or ten acres of land. In other words, you will receive \$300.00 of the money I would otherwise have to pay to a Chicago advertising firm. You will have \$300.00 more when you arrive at Bunnell with which to develop your property. You will be able to do this work much better and faster, and land values in the colony will advance accordingly.

Now this proposition is up to you. I am here to sell the land. That is my business, and as I have told you before, these few thousand acres are going to be sold this winter, and somebody is going to get the \$15,000.00 for doing it. I am giving you the first chance. If you are going to do your duty to yourself and to the colony, you will advertise our land just as much as you possibly can; and if you do this, your friends are going to buy it through you. Only this morning a letter came from one of our land owners who has just sold 20 acres to each of his two friends, and almost every day I receive letters of this kind.

Go out and see some of your friends this very night, or tomorrow, or just as soon as you possibly can, and tell them why they should buy farm-homes in Florida, and especially why they should buy in the colony you are interested in. Talk to them as I have talked to you. Remember that we will give you all the assistance in our power, through the columns of

the Home Builder, and all other means at our command. We will supply you with literature for your friends, and besides this, we have the strongest testimonial proof as to the superb character of our lands, from hundreds of satisfied colonists, men and women who have not only personally inspected their land, but scores of whom are now building their homes in the colony and are achieving real success from day to day.

The influx of settlers to Bunnell is greater today by far than ever before. These people are taking possession of their lands and building good homes, not alone houses for themselves, but plenty of outbuildings for the care of their live stock. All this represents an investment of thousands of dollars, and every dollar so invested, just so much more increases the value of all the land, and thus the value of your own farm is enhanced.

Now I ask you again, **WHERE SHALL I SPEND THIS \$15,000.00?** Must I be compelled to give it to a Chicago advertising firm, or **SHALL I PAY IT TO OUR OWN LAND OWNERS—A PART OF IT TO YOU?** When you come to live on your farm at Bunnell, and join the hundreds who are already there, you will be mighty glad indeed if you have been the means of bringing some of your old friends and neighbors with

you, and that you can have them as your neighbors again in the southland. We will be glad to give your friends farms just as near yours as we possibly can.

I leave the matter to you. If one out of every four will sell a ten-acre farm this winter, all the unsold land in our Bunnell-Dupont Colony will be disposed of. Personally, it would mean that I could go back to the Sunny South before long, and for my sake you ought to get busy, for I am already tired of this disagreeable weather, and winter has scarce begun.

If you wish me to do so, I will mail you a dozen or more of our booklets, "**A LITTLE FARM—A BIG LIVING**," with a number of posters advertising our colony, on which I will have printed your name as our representative. Won't you answer this letter before the close of 1912, and send me the name of at least one prospective land buyer? "All's well that ends well," and I shall feel you have then done your part for 1912, and we can begin the new year confident of success.

Trusting to have your hearty co-operation, and wishing you the Compliments of the Season, I am,

Sincerely yours,

Thos. A. Verdenius.



Every Owner of a Farm in the Bunnell-Dupont Colony Should *Become Our Agent*

Tell your friends about the possibilities of our colony. Have them send in their orders for farm homes here. You can never recommend the proposition too highly. It is as much to your interest as to our own that this land should be sold at an early date, and that people should locate on their land. This will greatly increase the value of your own farm.

We Want to Sell Our Entire Acreage Within the Next Few Months and We Can Do It, With Your Help

As soon as all our land is sold, we shall be able to give more time to the development of the colony.

We therefore offer you a commission of 10 per cent for each sale you make for us. This is a splendid way to pay for your farm. Just sell 100 acres to your friends, and your commission will entitle you to 10 acres **free of charge**. If you sell 200 acres, you will receive a 20 acre farm free of cost. If you sell 400 acres, you will receive a 40 acre farm free of cost.

Surely this is worth trying for. Many of our buyers are paying for their farms in this way. **You can do the same.** Do you need stronger or more convincing proof of the character of the Bunnell-Dupont Colony Farms? If you are uncertain about any point, please write us fully. Your letters will receive prompt attention.

BUNNELL DEVELOPMENT COMPANY

THOS. A. VERDENIUS

108 So. La Salle Street

CHICAGO

An Invitation to Accompany me on my Trip to Bunnell, Florida, December 2, 1918

Will You Be One of the Party ?

Even though you may have already bought land in the Bunnell Colony; even though you may have visited Bunnell before; even though you may have no intention of purchasing land at the present time, I urge you to join me on this trip.



Mr. Thomas A. Verdenius

The hardships, discomforts and problems incident to winter will soon be upon us. They will bring ill health to some and added expenses to all.

Why wait for winter winds to blow? Plan now to get away from it all, permanently within a few years at least, and come with me on this trip to Bunnell, and I will show you what our colony has to offer you.

If you have a farm at Bunnell and have already visited it, you will be eager to go again and see the many improvements that have taken place since last you were there.

I am planning that this shall not only be a business trip, but a pleasure one as well.

"The more the merrier" when it comes to a trip of this kind; so if those of you who plan to accompany me on this trip would like to take your wives with you, we shall be glad indeed to have them.

I am always anxious for the wives and daughters to see our Bunnell colony, so that they may understand something of the pleasant surroundings and social life to be found there; for I have usually found that if the wife is satisfied the husband is sure to be.

If you enjoy traveling, the railroad trip alone will repay you. We shall travel through the rugged Kentucky foot-hills, through historic Tennessee, with a glimpse of Look-out Mountain, Chattanooga and many other points of interest. From Chattanooga to Atlanta, Georgia, the train passes through battlefields almost the entire distance.

We shall stop over in Jacksonville, Florida, and visit Camp Johnston and other points of interest in and around Jacksonville. But I shall not dwell longer on this part of our trip, or attempt to tell you anything of quaint old St. Augustine and other portions of Florida, to say nothing of our wonderful Bunnell.

It will afford me much pleasure to take you to Ocean City and the ocean beach, to show you the 106-acre orange grove nearby, to take you over our colony and let you learn from the lips of our farmers there just what they have done and are doing on their land. Not until then will you be able to form some idea of the possibilities of our Flagler county.

I feel convinced that if you are really desirous of doing it, you can afford to take this trip to Bunnell. It will not be an expensive one by any means, and you will be amply repaid for the expenditure of your time and money.

REMEMBER THE DATE, MONDAY, DEC. 2, 1918

I believe I can safely say that if you accompany me on this trip I shall be able to make it more pleasant for you than you could have were you to make the trip by yourself at a later date.

If you are living in the east and would not go to Florida via Chicago, then I want you to meet me in Jacksonville and continue the trip with me from that point. If you will write me at once I will tell you the name of the hotel at which we can meet.

I shall be glad to furnish you with any further information which you may desire regarding the trip, if you will let me hear from you at an early date. If you are unable to ascertain the cost of your railroad ticket from your home town to Bunnell and return, I will secure that information for you if you let me hear from you in time.

I say to you again, as I have said to you many times before, that **"Seeing is Believing"** and that is why I am so anxious to have you make this trip with me.

If you want to go to a warmer, healthier, more ideal climate, to a country where three crops are grown each year on the same land, come with me on December 2nd to our Bunnell colony. **IT WILL BE THE "TRIP OF YOUR LIFE."**

The history of Bunnell's growth and development really reads like a fairy tale, and it thrills one with the promise of greater and better things for our colony in the days to come.

A few brief years ago Bunnell did not even exist, but today Bunnell is the county seat of Flagler county—a county, the cause of whose creation was the rapid growth of our colony.

Bunnell has an electric light plant, water works, two hotels, public school, high school, lodges, churches, two garages, various stores, beautiful homes—in fact, it is a prosperous, up-to-date town at the present time.

Ere long, we believe, the boys will be coming back home from the battle fields of Europe and the training camps of America, and by and by we shall settle down to our old interests in life—and then, is going to come a great interest in land and in real estate, and Bunnell will get her share of this prosperity and new life.

I confidently believe that Bunnell farms will sell for a hundred dollars an acre before long, and that eventually they will sell for as high prices as Hastings farms, which are from \$250 to \$300 an acre.

The next big improvement in Bunnell is to be a new high school building, which is to be erected at a cost of from \$20,000 to \$25,000.

We have but little land left for sale in our colony, and because of this fact we have not been conducting any advertising campaigns for the sale of our farms. One of the primary reasons for my going to Bunnell at this time is to check over our records as well as accounts, and ascertain just exactly how many acres we have still to offer the public.

A few, but only a few farms have come back to us on account of nonpayment, deaths, etc., but these few farms will be placed on the market and resold and as they are all No. 1 farms, they will not be on the market very long I can assure you.

There are no longer any special homeseekers' excursions or special rates, but I am going to Bunnell just the same, and I hope you are going to arrange to go with me on this trip.

LET ME TELL YOU HOW YOU CAN MAKE IT A FREE TRIP FOR YOURSELF. Tell your friends that you are going to Bunnell, that if the country looks good to you after a careful inspection you want to buy a farm there. Ask them if they too won't give you their orders for farms of ten or twenty acres and give you their first monthly payments on same. Then if you find everything satisfactory, you can personally select their land for them. If you do not like our land you can return to them their money and they have lost nothing; while if you find I have misrepresented our colony to you in any way I will pay you your railroad fare.

If you can get together three or four of your friends who would like to have farm-homes in our colony, and if you and they together will purchase in this way at least 80 acres of our land, I will agree to credit your land account with the price of a railroad ticket from Chicago to Bunnell and return.

If you have any Liberty Bonds the Bunnell Development Company will be glad to take them as land payments, and give you full credit for same, one hundred cents on the dollar.

And now a word to our old buyers. I am sending you this printed letter for two reasons:

1st. Because I should like very much to have you accompany me on this trip to Bunnell.

2nd. Because you may have some friends whom you would like to have interested in our colony, and this may be your last opportunity with them. Won't you try to get them to go with me, and I assure you that they will be well taken care of and well located if they purchase land.

If you desire to purchase additional land, do so now before it is all off the market, for that time is not far distant.

Upon my return from Bunnell I hope to send out to our buyers a report of my trip and of conditions in the colony, and I will take some photographs while there.

I always prefer to have future buyers go to Bunnell and make their own selections. Then I know that they will be satisfied; but, if you or your friends find it impossible to go with me on December 2nd, let me suggest **another plan to you.**

Write me at once a long letter telling me of your plans and desires, of yourself and family, what kind of a farm you wish, what you want to grow on your land, etc., etc., and I will then be in position to make an intelligent selection for you, which I will personally attend to while I am in the colony. I will be as careful in this selection as if the farm were for myself.

I attach herewith an order blank which please fill out and return to me **not later than December 2nd**, so that I can take it with me to Bunnell.

If you send me your order, I will not only personally select your farm for you, but I also agree to take two photographs of the farm selected, send you a sample of the soil while I am in Bunnell, and then when I return to Chicago I will send you a large colony map and will mark on same the location of your farm, and will also give you a full description of it.

I can only agree to do this for those who desire farms but who cannot go and make personal selections at this time. I cannot take photos or mail soil for our old buy-

ers. There are too many of these, and I would have time for nothing else.

This may be your last opportunity to secure a farm in the Bunnell colony. This is positively the last winter wherein we shall be able to offer you any land, as it is practically all gone.

You could have bought these farms a few years ago for \$20 an acre; later on for \$25, then \$30, while lately some of our lands have sold for from \$50 to \$75 an acre.

However, we can still sell you a No. 1 farm for \$35 an acre, which may be paid for at the rate of 50 cents an acre down and 50 cents an acre a month until paid for, or in other words \$5 a month for each ten acres you buy.

Surely it is worth your utmost efforts to be able to become the owner of a farm in the Sunny Southland, in beautiful Florida, which can give you an independent living and a protection in your old age.

Perhaps you have long desired one of these farms. **DECIDE NOW THAT YOU WILL HAVE IT. END THE YEAR 1918 RIGHT.** Over 3,000 people have bought land from me at Bunnell. They made no mistake in doing this. Neither will you.

WRITE ME FOR FULL PARTICULARS if you can go with me on this trip, or if you desire me to select a farm for you mail me your order and first payment at once. **DO IT TODAY. IT WILL BE THE BEST INVESTMENT YOU EVER MADE IN YOUR LIFE.**

Sincerely yours,

Thos. A. Verdenius
108 SO. LA SALLE ST., CHICAGO, ILL.

P. S.—I shall be in the colony for several days. If it is more convenient you may forward your order to me at Bunnell, Florida, so that it will reach me before December the 8th.

If you have any fear that your order may not reach me before I leave there, then send me a telegram (night letter) requesting me to select your farm for you. You may send this telegram collect, providing you forward on the same day your order and first payment to the Chicago Office.

My address while in Florida will be Thomas A. Verdenius, Bunnell, Florida.

Interesting Views Taken in the Vicinity of Bunnell



Picking Oranges in Grove near Dupont



The Famous Dixie Highway, as it passes by the 106 acre Orange Grove—East of Bunnell



Ocean Beach at Ocean City



Farm Home West of Bunnell

If you can save **17 Cents a Day** you may become the owner of a farm in this prosperous colony.

Five dollars a month pays for a ten acre farm.

Such a farm can give you an independent living and a protection in your old age.

BUNNELL DEVELOPMENT CO.,
108 South La Salle Street, Chicago, Illinois